

Message Text

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R 060536Z NOV 76

FM SECSTATE WASHDC

TO AMEMBASSY BOGOTA

AMEMBASSY CARACAS

AMEMBASSY LA PAZ

AMEMBASSY LIMA

AMEMBASSY QUITO

AMEMBASSY SANTIAGO

INFO AMCONSUL CALI

AMCONSUL GUAYAQUIL

AMCONSUL MEDELLIN

UNCLAS STATE 274163

E.O. 11652: N/A

TAGS: BEXP, BO, CI, CO, EC, PE, VE

SUBJECT: POST - INITIATED MARKET RESEARCH

1. USDOC/OIM HAS INSTITUTED A NEW OFFICE AND PROCEDURE FOR PLANNING OF SPECIFIC EVENTS, I.E. THE INDUSTRY POLLING AND PREPARATION OF PLANS PACKAGES FOR TRADE PROMOTION EVENTS IS CENTRALIZED IN THE OPERATIONAL PLANNING DIVISION (OPD). THE NEW OFFICE PROVIDES CERTAIN ECONOMIES THRU THE ASSIGNMENT OF INDUSTRIAL SECTORS, MULTIPLE EVENT INDUSTRY POLLING, INTER-FACE WITH ASSOCIATIONS AND RELATED MULTIPLIERS. PROFESSIONALS IN OPD THUS BECOME INDUSTRY EXPERTS. COUNTRY EXPERTISE AND EVENT PLANNING, I.E. THE SCHEDULING OF EVENTS, REMAINS THE RESPONSIBILITY OF THE CMMS.

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2. THIS NEW PROCEDURE REMOVES A DEGREE OF FLEXIBILITY AS

EVENT JUSTIFICATIONS, MARKET DATA AND THE LIKE MUST BE PRESENTED TO OPD BEFORE THE FIRST INDUSTRY POLL. IN THE PAST, USDOC/OIM HAS ASKED FOR POST-INITIATED MARKET RESEARCH IN

SUPPORT OF SPECIAL ACTIVITIES (TRADE MISSIONS, TECHNICAL SALES SEMINARS AND CATALOG SHOWS) SIX MONTHS IN ADVANCE OF EACH EVENT. IT WILL NOW BE NECESSARY TO REQUEST THAT THIS MATERIAL ARRIVE IN USDOC EIGHT MONTHS IN ADVANCE.

3. ACTION REQUEST: EACH ACTION POST SHOULD REVIEW THE EVENT SCHEDULE AND MARKET RESEARCH REQUIREMENTS AND TO THE EXTENT POSSIBLE MOVE TARGET DATES FORWARD TO THE EIGHT MONTH ADVANCE REQUIREMENTS. RECOGNIZE THIS NOT ALWAYS POSSIBLE FOR EARLY AND MID-1977 EVENTS, BUT OVER A PERIOD OF TIME THE NEW GOAL SHOULD BE MET. AFTER REVIEW PLEASE SUBMIT NEW SCHEDULE.

4. IN ALL CASES ADVANCE COPIES EACH RESEARCH PIECE SHOULD BE SENT FASTEST MEANS POSSIBLE USDOC/OIM, ROOM 4036, ATTN. T.K. BREWER. KISSINGER

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